

COMMUNICATION STRATEGY OF SUJI IN INSTAGRAM

(A Descriptive Qualitative Study on Communication Strategy of “Suji” in Instagram as The Supporting Factor of Culinary Advance in Solo)



Is written to fulfill one of requirements to achieve Bachelor Degree in
Communication Science

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APPROVAL PAGE

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SCIENTIFIC PUBLICATION


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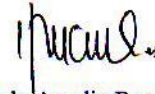
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ABSTRAK

Instagram memiliki keunggulan membagi foto dan video secara aktif dengan menggunakan hashtag. Promosi kuliner melalui media sosial dapat menawarkan banyak cara baru untuk mengembangkan bisnis kulinernya. Penelitian ini bertujuan untuk mengetahui strategi komunikasi suji di instagram. Penelitian ini menggunakan pendekatan kualitatif. sumber data penelitian yaitu data primer dan data sekunder. Lokasi penelitian di lakukan di Surakarta pada pemilik usaha dengan brand Suji. Waktu penelitian dilakukan mulai bulan Februari sampai dengan September 2017. Penelitian ini subjek atau informan yang diteliti ada 5 orang. Dalam penelitian ini teknik pengambilan sampel yang digunakan oleh peneliti adalah purposive sampling Metode pengumpulan data dalam penelitian yaitu: wawancara, observasi, dan dokumentasi Teknik analisa data yang digunakan dalam penelitian ini adalah analisa interaktif Teknik validasi data menggunakan triangulasi. Hasil penelitian menunjukkan Akun @suji.co memilih dan memanfaatkan media social instagram sebagai strategi komunikasi dengan faktor-faktor sebagai berikut ini, menentukan tujuan strategi komunikasi melalui model komunikasi pemasaran modern, memanfaatkan fitur-fitur yang sudah tersedia di instagram, mengenal. Dari hal ini peneliti menemukan keterkaitan faktor-faktor dengan cara bagaimana pemilik akun @suji.co memanfaatkan fitur-fitur instgram sebagai strategi komunikasi. Dari beragam fitur pendukung bawaan dan instgram tersebut, fitur yang sering digunakan oleh akun @suji.co merupakan fitur Follower, upload foto, judul foto (caption), arroba (@), dan hashtag, share, like.

Kata Kunci: Strategi Komunikasi, Kuliner, Instagram

ABSTRACT

Instagram has the advantage of dividing photos and videos with actively using hashtag. Culinary promotion through social media can offer a lot of new ways to develop the culinary business. This research aims to know the communication strategy of suji on instagram. This study used a qualitative approach. data sources the study i.e. primary data and secondary data. The location of the research done in Surakarta on business owners with brand Suji. Time research was done starting in February to incur September 2017. This research subject or informant who researched there is 5 people. In this study of sampling techniques used by researchers is a purposive sampling Method of collecting data in research: interviews, observation, and documentation of data analysis Techniques used in this research is interactive data validation Techniques analysis using triangulation. The results showed the accounts @suji. co. Select

and utilize social media as a communication strategy with the instagram factors as below, determine the purpose of the communication strategy through the model of the modern marketing communication, utilizing fitur-features already available on instagram, know. From this researchers found the interconnectedness of the factors with the way how the account owner @suji co insatgram use features as a communication strategy. From the diverse features of congenital and instagram supporters, a feature that is often used by account @suji.co is a feature of Follower, upload a photo, the photo title (caption), arroba (@), hastag, share, and the like.

Keywords: Communication Strategy. Culinary. Instagram

1. INTRODUCTION

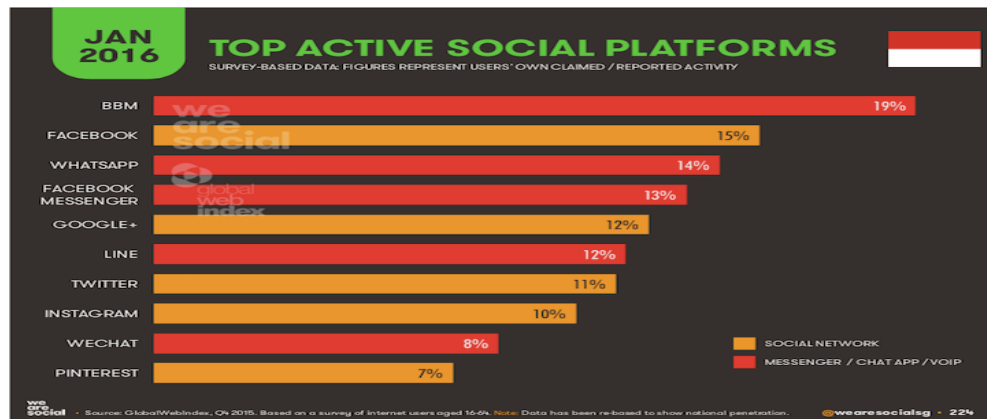
Development of communications increase rapidly and facilitate the process of information exchange. Almost everyone has a gadget completed with various social media accounts. One of the famous social media phenomenal is instagram. Instagram is a photo sharing service application that allows users to take pictures, give the filter and then share it to the followers in social media. The good thing about instagram is, this social media is easy of use to everyone and has picture editing features to make the photo results more interesting than the original photos, and it makes this social media become a popular medium for business.

Instagram as social media in cyberspace can ease the follower to find out the latest updates from the account that they follow, although instagram follower can not directly see the object from the photo. If the photos are uploaded in your account looks interesting and nice in instagram, certainly the audience decide to follow and give likes to the instagram account.

Instagram started to become social media considered by its users as business opportunities and can be used for marketing and promotional communication media. Businessmen can take advantage of the features on Instagram such as a photo-sharing, it will facilitate instagram consumers to see the products of the brand so consumers can instantly give a response in the form of like or comment under the photo that is being interested.

Instagram as a social media or social networking is one of the social networks that have become more than just a tools to communicate with friends and sharing pictures, but also become a media to build awareness and market product. Online marketing through social networks already developed into a system of communication that is essential not only for the producers of goods and services but also for the customer (Aprilya, 2017).

Social media often become tools or media communications strategy to do promotions, for example the marketing communication strategy in social media instagram. Each social media have different uses and characteristics . Instagram has the advantage of dividing photos and videos with using hashtags.



Source: <http://cdn.id.techinasia.com/wpcontent/uploads/2016/01/top-social-platform.png>

Picture 1. Percentage of active social media platforms 2016

From the pictures it can be known that instagram user in Indonesia in the year 2016 as much as 10% of the total number of users of social media, higher than the use of Skype, Pinterest, and Line. Instagram being used by some people or groups as a tool to get to know the attractions, restaurants, and cafes, or a place to gather with family, in the Solo. The producers wanted a great looking for a new marketing strategy which has the goal to attract and retain consumers, one of it is in the field of culinary.

Culinary promotion through social media can offer a lot of new ways to develop the culinary business. The information presented through social media will influence and attract the consumers. As a result the utilization of social media like instagram is very popular especially the teenagers. The uniqueness and ease in accessing instagram utilized by some culinary lover to share culinary dishes and drinks.

Instagram is now one of the popular social networking site that can be used as a mobile application that help people in interacting nationally and globally. Instagram has gathered all the people around the world who are interested in photography, because he focus of the application on the function of photography. In addition, it has now become a new marketing tool in marketing social network. online marketing is not something that is new to the business and social network marketing industry has been actively applied in this moment (Lim and Yazdanifard, 2015).

The development of culinary Suji starts when the brand has only one type of product that is "Vegetable Salad". Suji became the seller "home-based Vegetable Salad" is the first in the city of Solo, was founded by Akbar, he is a graduated student of Bandung Padjajaran University. The first promotion was done through word of mouth and eventually moved via Instagram

@suji.co. After developing the market vegetable salad, the brand gave birth to some of the other products like Suji Drink consisting of 5 flavor, Japanese Cheese Cake and Mochi Brownie that is now being flagshipped because it can be sent to entire Indonesia.

The promotions still continues strong contributions made via Instagram. In addition, the Brand is also often use food bloggers who are active on Instagram as promoter. One account of food bloggers who often used Suji is @kulinerdisolo , @solodelicious, @foodiary.solo and @thoryc.id. Suji is also using the system to endorse key person or an active figure on Instagram. One of the unique is Suji chose to use the President's daughter "Kahiyang Ayu" as a promoter of the product, and also available for reseller services within Solo.

This brand marketing its products through Suji instagram @suji. co. The reason researchers do research on instagram @suji.co are : (1) especially in Solo, instagram brand Suji has reached thousands of follower, (2) @suji. co. actively market their products through media instagram because cheaper than a brochure or other, can looking for targets with ease via the hashtag, can interact directly in the comments column, (3) marketing via instagram this can be made into a new knowledge in the world of communication, and (4) market their products via instagram and live how we manage to be interesting instagram.

Business profess to promote its products more easily through social media because the main target is instagram the person closest to him, people can also spread it through a friend who is originally from the mouth to mouth while indicates the account instagram. That communications strategy are considered effective for the seller, due to increasingly facilitate the isntagram media sales with showing an attractive photo or catalog Suji's product. In this case show the process a series of marketing communications.

Specific advantages of promotion using media instagram is the market that understand new media. One of the advantages of selling via instagram is instagram users already assured technology literacy . They are who active in the new media must be active on Instagram, Twitter, and Facebook. In addition as a connecting tool , as a communication tools

between businessman and customers, without having to think about the time and location, precisely when promoting products through media instagram.

The research raised the same object are performed by Lavoie (2015) users in the fields of food or instagram culinary. The study focused on instagram as networking tools social media marketing can be used to promote or advertise goods for sale has attracted consumers to follow the information. Market your goods in the culinary field via instagram is an effort of business owners as one strategy to provide information to the public. Communication strategy is a whole communication planning management to achieve the desired communication effects.

Effendy (2005) States that the communication strategy, both in macro (planned multi media strategy) and micro (single medium communication strategy) has the function to disseminate the message of communication that is both informative, persuasive, and instructive systematically to target in order to obtain optimal results can happen in marketing communications. Falkheimer and Heide (2014) in his research contends that the marketing communication strategy is the development of relationship marketing, the relationship must be reciprocal, creating loyalty among organizations and customers, and involves activities communication on commercial advertising, but should also involve the interaction of customers in promoting products, especially on food called culinary.

Communication strategy is needed in order to know the communication that occurs between a consumer that follow @suji.co's account in Instagram. Communication strategy @suji.co in this study using internet media services and instagram. Instagram service is one of the applications or features that are on the smartphone that makes it easy for users to share photos.

The social system in Instagram is by becoming a follower of other user accounts, or have followers instagram. Thus communication between fellow user instagram itself can be entwined with giving the sign of love or likes and also commented on the photos that have been uploaded by other users. In order to media in the communications as a marketing strategy of brand Suji, this study choose communication strategy using the theory of the method of persuasion, a communication strategy through modern technology (instagram) based on the principles of communication, persuasion: persuading for the sake of consistency, persuaded in favor of small changes, coaxing for the sake

of profit, persuade in order fulfillment, and persuade based approaches way up.

The marketing strategy is one of the early in order to introduce products on consumers and this will be very important as it would relate to the benefits that would be obtained by the investor. As seen the internet marketing strategy is the right one for close to the audience. A lot of product give sales deals in online shop over the internet, both local and international, the price is expensive to a cheap price. Online shop also sell a variety of categories including clothing, electronics, handbags, shoes and other types of goods offered to the satisfaction of the community who want to shop quickly and easily without having to go out of the House (Anshari, 2015) .

In addition to the many business opportunities may also have had some risk in the face by the same owner who does business strategy via instagram. the more extensive of his opportunity, then many of its competitors, also when the offender less innovative in business inside the promotion and starategy on the product will certainly be left behind or even the product will not be considered by potential buyers.

This research aims to know the implementation of the communication strategy using the method of persuasion carried out by brand Suji via instagram in attracting and supporting the efforts of culinary in Surakarta.

2. METHOD

This research used a qualitative approach that generates descriptive data in the form of the written word or spoken from people or behavior that is observable to support the presentation of data.

In this study the source of research data is divided into two i.e. the source of primary data and secondary data sources. Primary data is the main data where the data is retrieved directly from the field, data obtained through interviews to the speaker while the secondary Data is data which is used to support from primary data itself. As the literature in order to be able to complement the data associated with this research, secondary data is in the form of observation and documen-tation.

The location of the research done in Surakarta on business owners with brand Suji. Research time from the beginning of the process of making proposals for 4 months until completion, i.e. February to incur May 2017.

This research subject or informant who examined there were 5 people, namely, Akbar as owner Suji Thorix, Muhammad as the founder of Culinaire in Solo (as your account ever advertise SUJI), Glabella Ersyara followers account @suji.co, Ayu Putri daughter as a reseller account @suji. co., Anggi and Lorenza (buyer Suji).

In this study of sampling techniques used by researchers is the purposive sampling. These techniques include those that are already selected and on the basis of certain criteria which are created based on the researcher's research objectives (Kriyantono, 2010).

Purposive sampling technique in using these researchers choose some informant who is the account owner Suji communication strategy that know the account instagram, founder of Culinaire in Solo is accounts that promote and advertise brand suji on instagram. The account that follows the follower suji on instagram, Reseller is second hand or seller brand suji suji, and final consumers who was the buyer of products from suji.

Method of data collection in this study will use several methods, namely: interviews, observation, and documentation. It is based on the Foundation of the theory of the method of data collection of Catherine (Sugiyono, 2010) stating that the basic methods to get data on qualitative research by participating in the field, direct observation or participatory observation, in-depth interviews, and documentation.

Data analysis techniques used in this research is interactive analysis, namely that the three components of its activities shaped his interaction with the various data collection process the process cycle. In this form of researchers keep it moving among the four components of the analysis, namely data collection of data reduction (reduction of data), data display (cereal data) and data drawing conclusion (conclusion of withdrawal) (Miles and Huberman, 2003).

Data validation techniques using the triangulation of the data. Triangulation of data is an important issue in the effort of collecting data qualitative research dikonteks this way, directing the author so that the time of data collection, the researcher is obliged to wear a variety of available data sources. In this case, the same or similar data more clearly truth when excavations can be made from a variety of different data sources.

3. RESULTS AND DISCUSSION

3.1 The results

Communication strategy through social media is considered changing the knowledge, attitude and behavior of the audience against the Suji instagram. From the results of the interviews to the informant showed that doing promotion and communication strategy through social media used as instgaram to make audiences aware of the presence of brand Suji.

This research method using persuasive as a reference and discussion of the results in its own persuasive, researchers can have four functions that can be used as the foundation for the success of changing attitudes, beliefs, and goals persuasion to do something. Four functions of persuasive i.e., selective exposure principle, the principle of the participation of the audience, the principle of inoculation, and the magnitude of the change.

3.2 Selective Exposure

Selective exposure is an activity of a person who is actively seeking information that supports the opinions, beliefs, values, decisions and behaviour. And someone will also actively avoid information that contradicts the opinions, beliefs, attitudes, values and behaviour of those right now.

Based on in-depth interviews to the informant concerned owners of brand Suji i.e. Akbar the Great says brand suji on instagram.

"as far as this brand suji still gain the trust of followers, as seen the large number of followers who follow account @suji.co on instagram. The enthusiasm of followers appeared at a time when the existence of the giveaway marked with increasing followers and they enthusiastically follow. In addition to its own advertising on regular media isntagram with account @suji. co., we also use culinary community services many instagram, especially account @kulinersolo. In addition to cheap budget also optimal and maximum impact " (06/12 /2006).

Brand Suji also conducts promotional and advertising the brand suji in some accounts on instagram like culinary solo, which followers itself had already reached more than 125.000 followers. Researchers conducting a second interview, to the same owner Mohammad Thorix a solo culinary says:

"@suji.co trust @kulinardiSolo as a medium of promotion, because our own activities as a media promotions can

influence the followers, for example by putting up photos of creative products is possible. Next we provide information that is as much detail as possible through a unique caption so followers interested and buying products suji "(06/12/2016).

A third interview was conducted to reseller Suji i.e. Ayu Putri says:

"according to my opinion these brand is appealing from the packaging of its products on its own, besides according to me the products from suji has delicious taste and also a lot of variants and the price fits in teenagers budget. That's why I dare to re-sell products to gain my money and spread the information about this brand ". (06/12/2016).

According to De Vito et. al (2011) if the information in order to get audiences as expected, then the audience will tend to be attracted by persuasive message delivered by persuader. Vice versa, if the audience gets information that is contrary to what is expected, then the target will be not persuasive interested even reject messages from the persuasive Communicator or persuader.

Based on the above quotation explains that the owners of the brand Suji in the communication strategy in promoting its products using instagram makes it easy to introduce and market its products to a broad audience, it also is currently the development technology is increasingly rapidly and audiences already technology literacy. One of the strategies for promoting the brand to suji a broad audience by advertising its products in media social instagram through the @kulinerdisol because of the many followers and always updated. Trust built brand in the eyes of the audience make suji followers increasing a lot and one of the followers become a reseller partner in the online business.

3.3 Audience Participation

The audience is an important part of the communication process. The success of the communication process can be characterized by the response and the response of audiences after a stimulus in the form of a message. The response and feedback which then makes a benchmark the success of persuasion undertaken against audiences.

Through in-depth interviews to the fourth informant who is the followers of account @suji.co. i.e. Glabella Ersyara says:

"I open to looking for instagram variety eateries that are in Solo, so for example if I want to go some restaurant in

Solo, and then I do not know what will I eat and also new culinary in Solo and then I decide to use hashtag #kulinerdisolo and finally I see your account @suji.co, I think this choice that fits my taste also the presence menu an exciting new menu to be enjoyed ". (09/12/2016)

In-depth interview to the informant further is the buyer account @suji. co. i.e. Anggita Lorenza says:

"I personally know account suji on instagram from friends, friends told me that the menu that being offered by @suji.co are interesting and has a lot of variety.after that I decide to follow @suji.co instagram and try the food. It turns out the story of my friend was right. Not only from the photo but I also love the real product. And also the packaging and display in instagram look attractive "(15/12/2016).

In-depth interview to the informant further is the reseller of @suji.co. i.e. Ayu Putri says:

"photo of the products look visually appealing . The language that being used in Instagram also “ear catchy” and also attractive, it suits to young people so it makes us interest to try this "(11/12/2016).

Persuasive communication strategies will be successful if consumers actively participate in providing comments. @Suji.co owner steps to make the consumer provides participation in the form of comments, owner of culinary products perform the steps, as investigators interviewed the owner of @suji. co. and said:

"The steps being performed such as: learning through digital marketing, have a look at the example of a brand that is using instagram (IG) as marketing, determine and collecting pictures to upload" (06/12/2016).

Consumers give commentary after obtaining information in the form of a message from the account owner @sujico. Account owner @suji co says:

"The message in the form of interesting photos (using high resolution camera/ SLR, persuasive caption, photos of products, customer testimonials, and photos of bazaar)" (06/12/2016).

According to De Vito et. all (2011) the principle of the participation of the audience is target of persuasion. The activity of

the persuasive communication will be more effective when the audience participated in the process of communication. Persuasion are transactional, where mutual communicant and communicators involved. A process of persuasion is said to be successful if audiences participate actively in there.

In this study the consumers receive the message of account @suji.co because consumers think that the message was considered exciting, delivered with a lightweight language fits the following segmentation also posted at time of high traffic, user any account assumes the presence of accounts @suji. co because it provides useful culinary references so it attracts the users of instagram account, both within and outside the city of Solo. In other words @suji.co successfully gives an interesting message so that it creates a sense of curious consumers.

The steps that being use by @suji.co so that consumers leave comments and likes in @suji.co's account are three steps, creating the marketing strategy, designing look and create an attractive content, and collect the pictures that will be shown on instagram. Culinary product owners trying to make an interesting message, so that the consumer can comment quickly and noticed by the owners of @suji.

Account owner @suji.co explains that to attract consumer interest in conveying the message in the form of photographs of interesting food product overview and feature the presence of customer testimonials that later consumers after enjoying the products of the brand Suji can give his comments. In addition to the way, owner Suji brand often make changes in the appearance of photographs, in order to obtain consumer feedback.

3.4 The barriers

Brand owner Suji explained that in marketing a product via instagram this long has never experienced major obstacles or constraints on the use of instagram, through interviews with the owner of @suji. co. Akbar Bagus says:

"So far I haven't found a serious barrier, not to ever find the constraint is really serious and need special handling, just sometimes complain the follower not responded to comment on instagram and also maybe how we should rejuvenate the look on instagram se present possible, because nowadays there are more and more new brand new culinary being born inthis town "(06/12/2016).

Regarding the obstacles in the process of interaction between the owner of culinary with consumers, account owner @suji. co. haven't found any difficulties which means, owner of always working to using a language which can be easily understood by consumers and also rejuvenate the look on instagram. The above arguments are in tune with the statement from Akbar's nice, which States that:

"I always use language that is easily understood (Indonesia, lightweight English), lists the hashtag revelan with photos, also information which detail on each photo, answering directly the questions consumers through comments on instagram" (06/12 /2016).

The efforts of the owner of @suji. co. using a language that is easily understood and photo products sold in detail got a positive response from users @suji. co. proved through the interview of one of the resellers @suji. co. named Ayu Putri in the following,:

"It is right I think, for me anyway is just right. Now I look at account @suji. co. is already a lot of improvements Yes, the design of the page is more tidy, mild language, so as a follower I don't feel bored looking at the photos also nice , no more using cellphone on apturing the picture but now using high quality camera. Just sometimes the column caption is still so-offhand anyway "(11/12/2016).

Ease of access possessed by Instagram allows users to access the application through smartphones are often taken at any time, the display also features Instagram is simple and makes it easy to shop, look like the catalog make it easy for buyers to find the products they want. Anggita Lorenza one buyer @suji. co. agreed with this as stated in the interview yesterday:

"I think it's pretty good. in my opinion, anyway what was already shown on instagram @suji. co. very complete starting from prices, product details, images and menus. So we stay diligent and got a lot of info that we need. But sometimes deep in my mind, I still occasionally feeling if the product purchased does not fit the image that was uploaded on instagram "(15/12/2016).

A promotion is done in social media instagram designed to attract the attention of consumers so that they will dig deeper into the information and concluded on the existence of the transaction

process. Profile, photo and caption on instagram can be utilized in drawing the attention of consumers due to means of the icons stand out in social media instagram. It is marked with the logo, profile picture, and the picture quality on-post on instagram @suji. co. which attracted the attention of the respondent and the respondent was aware of instagram @suji. co.

3.5 Major Changes

The larger and the more important the changes desired persuader, then the greater the challenges and tasks of the persuader to achieve objectives conduct of communication and persuasion that is changing the attitudes, opinions, or the target behavior of persuasion. So persuasion was directed to perform small changes bit by bit and done for quite a long time. In-depth interview to the informant of the account owner @suji co said.

"so far we have always actively monitor instagram, by looking at the feedback in the form of comments and likes on your account @suji. co., such as increased sales, followers increased. In addition, we are always updating our products on feed"(06/12/2016).

As expressed by Ayu Putri one of reseller accounts @suji. co

"why did I choose suji, the first is like from the eyes down to the heart ... hehehe, first saw his product already made the curious, spontaneously buying and it turns out it didn't disappoint me, and then I decide to become the resellers of @suji.co "(11/12/2016).

Similar to the results interview with Muhammad Thoriq that says:

"the bottom line is interesting ideas and consistency for every customer anyway, each product have respective advantages and there is a separate way in its processing. The simple thing about using media instagram are the photo should be clear, a good caption or should be interesting and certainly we have to for the right time to posting our merchandise "(08/12/2016).

Many changes expected in accounts @suji. co. for the better yet. As the results of the interviews to the Glabella Ersyara as followers said:

"maybe @suji.co has to rejuvenate their instagram like for example given instastories or instalive so let the audience more interest again "(09/12/ 2016).

The positive perception of the message recipients build attitudes of society. The attitude of consumers towards evaluative assessment is an object or product of interest. Attitude will show up when consumers have confidence until it finally dropped its option on the product @suji. co. After passing the previous processes.

The size of the belief one is by showing the behavior of opening account instagram @suji. co. (stalking), this can be on the mark with the number of followers. Design promotion, the intensity of sharing photos in timeline, the selection of the type of cuisine on offer, as well as looking at other consumer testimonials, is some set of strategies undertaken by the voters @suji. co. so that sales and brand quality is maintained.

3.6 Discussion

Through the research results note that brand Suji after using the @suji account with instagram media experienced a significant change such as public awareness of the existence of the brand suji marked by likes, comment on instagram @ suji.co, increasing followers, and also a question in the instagram inbox resulted in increasing product sales. It is reinforced by the statement of Neti (2011) the role of social media in marketing is to use it as a communication tool that makes companies accessible to those interested in their products and make them seen by those who don't know their products. It should be used as the tool that created the personality behind their brands and create the relationships that they never gain.

In countries that have small business social media use is very useful because it can increase sales from originally 20% to 24%. Based on the results of the study nearly 20% of small businesses in the world by using social media as an effective marketing strategy(Neti, 2011).

The owner of @suji. co. also said the use of social media in marketing products rated instagram efficiently because it does not cost much, the phrase in accordance with the results of the research (Prajogo, 2015) stating social media specifically Twitter, became the key to success in marketing its products Gerobak Cokelat. Because they do not have to pay the cost, effort and time to do sales promotions. Because it can be done only through the gadget operator.

Persuasive communication is a form of communication that influence communications, so that users act in accordance with what is desired by a user of communication may also be able to change the attitude of the user communication, however the

message communicators to users of communication should be great things noteworthy because it will change the attitude and behaviour of the user communication. Things that can affect in communication, persuasive Communicator, message, channel, receiver.

To be successful in social media marketing, companies need to create appealing point for the buyer and then develop and continually adjust online marketing strategies according to the interests of customers to and success long term (Vinerean et. all, 2013).

The goal of persuasive communication in two-story (De Vito et. all, 2012), modify or str-engthen confidence (believe) and attitude (attitude) audience, both encouraging the audience to do something or mannerisms (behaviour certain expected.)

Social media makes humans more transparent in communicating, and activities everyone can easily known to others, even known all over the world (Nurudin, 2013). According to Purworini (2014) social media is different to other media one because social media is capable of giving a speed of information. But the speed of this information also require human resources dynamic and adaptive.

See the description of the relationship between the frequency of the feedback message with promotional effectiveness via instagram. The relationship up to the stage of action it is reinforced with Baran (2012) stating that social media can be entwined in a conversation so that social media is a powerful platform and cannot be ignored especially in marketing in the world online. The higher frequency and quick feedback message given by instagram @suji.co the higher effectiveness of promotion. A large motivation on the action marked by consumer purchases made and put up photos of items they buy on instagram @suji.co.

Social media makes the company; the real picture to the consumer. If they want people to follow them they need not just to talk about the latest product but share the personality with them (Neti, 2011). It is characterized by the presence of consumer participation @suji. co. in giving likes and comment directly after @suji. co. uploading pictures to Instagram.

Based on the description above, it can be noted that the activities carried out by the owner of the brand Suji in conducting communications with consumers through @suji.co hasn't yet found a weakness. There are only advantages in the use of the media, the

advantages including on instagram ideas in designing interesting caption, tidiness in presenting the structure of the image on instagram, presents interesting promo, the use of a hashtag, photo by high resolutions camera and the establishment of good communication between owners brand Suji with consumers. It is in accordance with statement (Sanyoto and Utomo, 2017) that gives special treatment to customers who are proven effective build personal closeness between the company and customers, because the strategy of getting a positive response from customer.

Some constraints thus arising from consumer products as a connoisseur of the party @suji.co, are feeling doubt and fear if the product purchased does not comply with expectations. Especially in terms of the difference in the real product display with the display or with products that are uploaded via instagram. As for the other complaints from consumers is a comment on instagram rarely get a response quickly. The party also claims to be a consumer in instagram @suji. co posting a picture does not at the moment of prime time and without using the hashtag will usually reduce the effectiveness in getting the attention of consumers.

Communication strategy that can be used to persuade consumers are using technique to design the language of advertisements that uniquely convinced the consumers so they are attracted to buy the products, the second persuasion technique has to be designed in attractive way and showing the appealing look of the products (Edegoh, et al, 2013). Marketing products through the internet, especially instagram does have drawbacks, one of which as already expressed above. According to Prayogo (2015) should preferably be a marketing communications activities are conducted in a sustainable way is always controlled, evaluated, and inovated so that consumers and attract prospective consumers then interested in buying the product.

Marketers tend to be more interested on using social media as a tool because the marketers easier to build relationship with the consumers, the consumers always become the main goal of the process (Thackeray, 2008). When delivering messages that are persuasive must be convinced of the parties related to the business. Persuasive messages that effectively must be designed in such a way, among other with more focus on the receiver, so that the messages can be in accordance with the objectives. It is characterized by the role of the @suji.co doing promotion via Instagram with appealing image and

caption and also involving consumers such as uploading of consumer testimonials.

Persuasive message across is very important in business strategy, because they should send messages with convincing tone, appealing to consumers, suppliers, business partners, or any other parties associated with the business. According to Ginsberg (2015) to make the consumers interested in the products, brands should create an entertaining photo content, this is related to @suji.co style to make their instagram colourful so it will attract the consumers. Persuasion used in certain ways so that people want to do something with pleasure without any coercion. The willingness of that arises from within itself as the result of any such encouragement or certain stimuli.

Communication strategies are most effective in promoting and selling products on the media of social communication using i.e. persuasive. To achieve the level of success of online business in social media, required the existence of an appropriate communication strategy. Culinary entrepreneurs must continue to improvise and innovate against the times, technology and consumer desire (Prajogo, 2015). Only with the right communication process, product promotion in social media will be success. Although the product promotion through social media prepared them well, does not guarantee it will work properly when not packed by an effective communication method.

The results of the study are consistent with the research results Nurian (2016) stating that the activities carried out by @kulinerdisolo includes how to affect the audience by introducing what is being offered, make the audience liked and make the audience do the buying stage on what is already offered by account @kulinerdisolo Instagram. A similar case is also expressed by Cindy (2016) stating that the role of @agendasolo i.e. share information about various events and tourist sites are located in the city of Surakarta. Has also expressed by Diandini et.al (2016) that through social media Instagram. In addition to media promotion and information have foodstagrammer media partners, event, endorse, promote, review and paid.

4. CONCLUSION

Account @suji.co select and utilize social media as a communication strategy with the instagram factors as below, determine the purpose of the communication strategy through the model of the modern marketing

communication, utilizing features that already available on instagram. From this researchers found the connections of the factors with the way account @suji.co using instagram features as a communication strategy.

In a previous study of Prayogo, (2015) medium that is utilized as a media of marketing is twitter, a tabloid, and radio. Previous research is more focused on Gerobak Cokelat marketing strategies in the face of competition culinary ventures in the city of Solo, without dropping the other entrepreneurs using marketing theory. While this research is now focused on the use of social media Instagram as a tool to run instagram strategy persuasive @suji.co in marketing its products. The strategy consists of four main principles in persuasive communication according to De Vito et. All (2011), namely the principle of selective exposure, the principle of the participation of the audience, the principle of inoculation (barriers), the principle of quantity changes.

This study has limitations that is focused upon the use of social media tools as instagram product promotion. Other researchers have to do similar research using more varied research model, and use social media variants that are more diverse.

This research is expected to be sources of information for researchers on communication strategy further by using media in the field of culinary instagram. As for this study can be useful for related parties i.e. helps provide an overview and information on the extent to which the effectiveness of the communication strategy which is done based on the actual state of using methods of persuasion.

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